



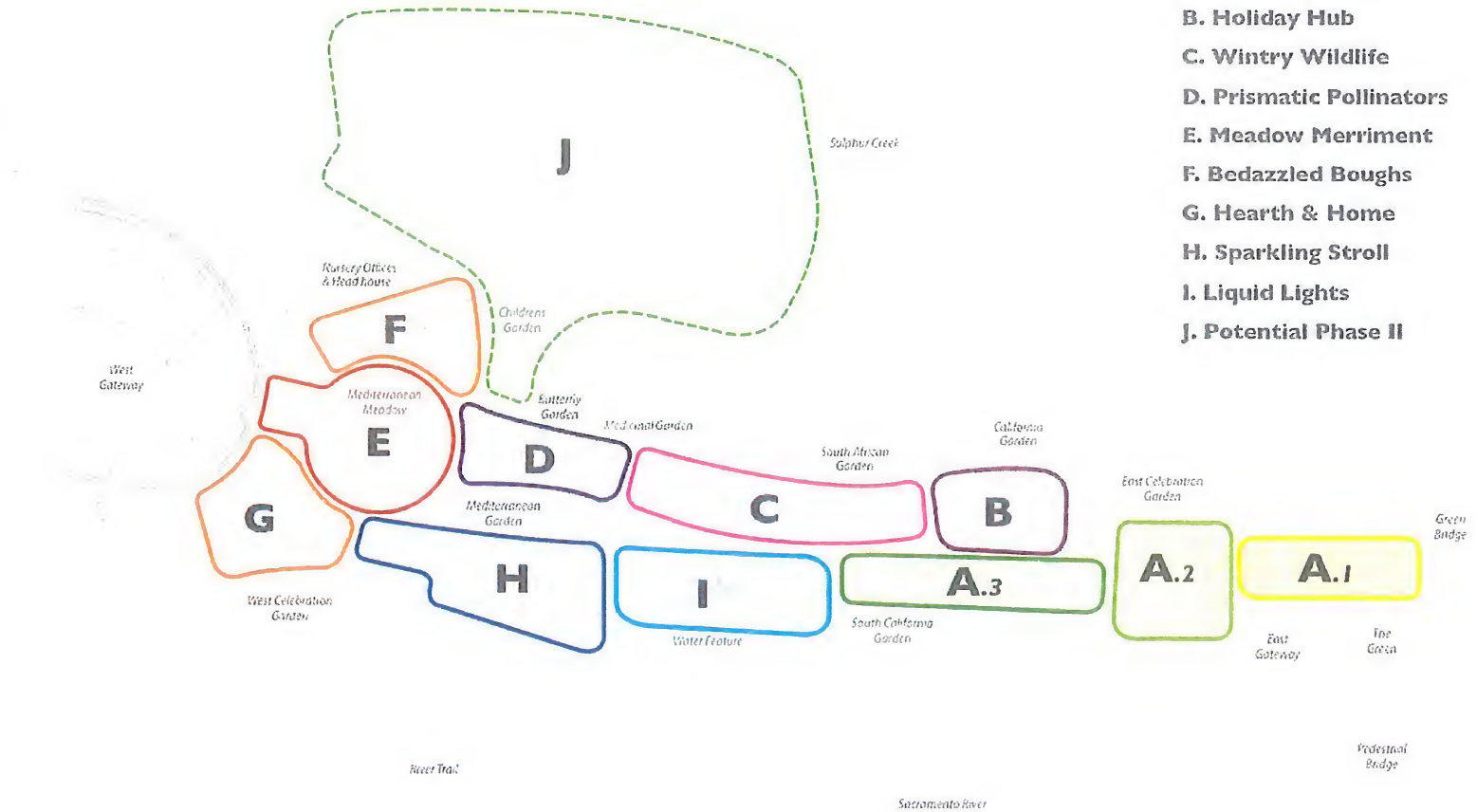
Turtle Bay Exploration Park

Holiday Light Show Master Plan

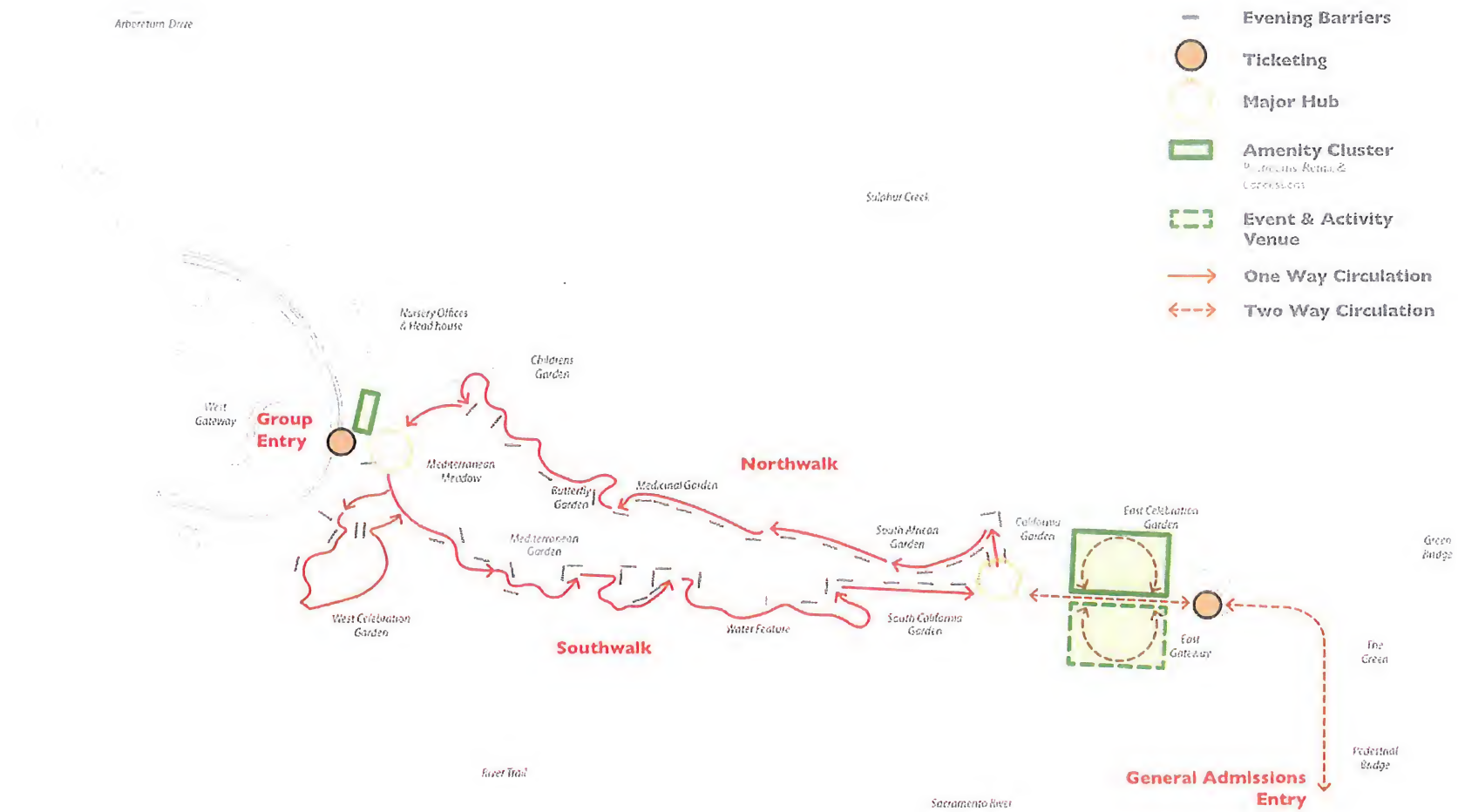
Draft 1: October 3-4, 2019

LIGHT SHOW GOALS

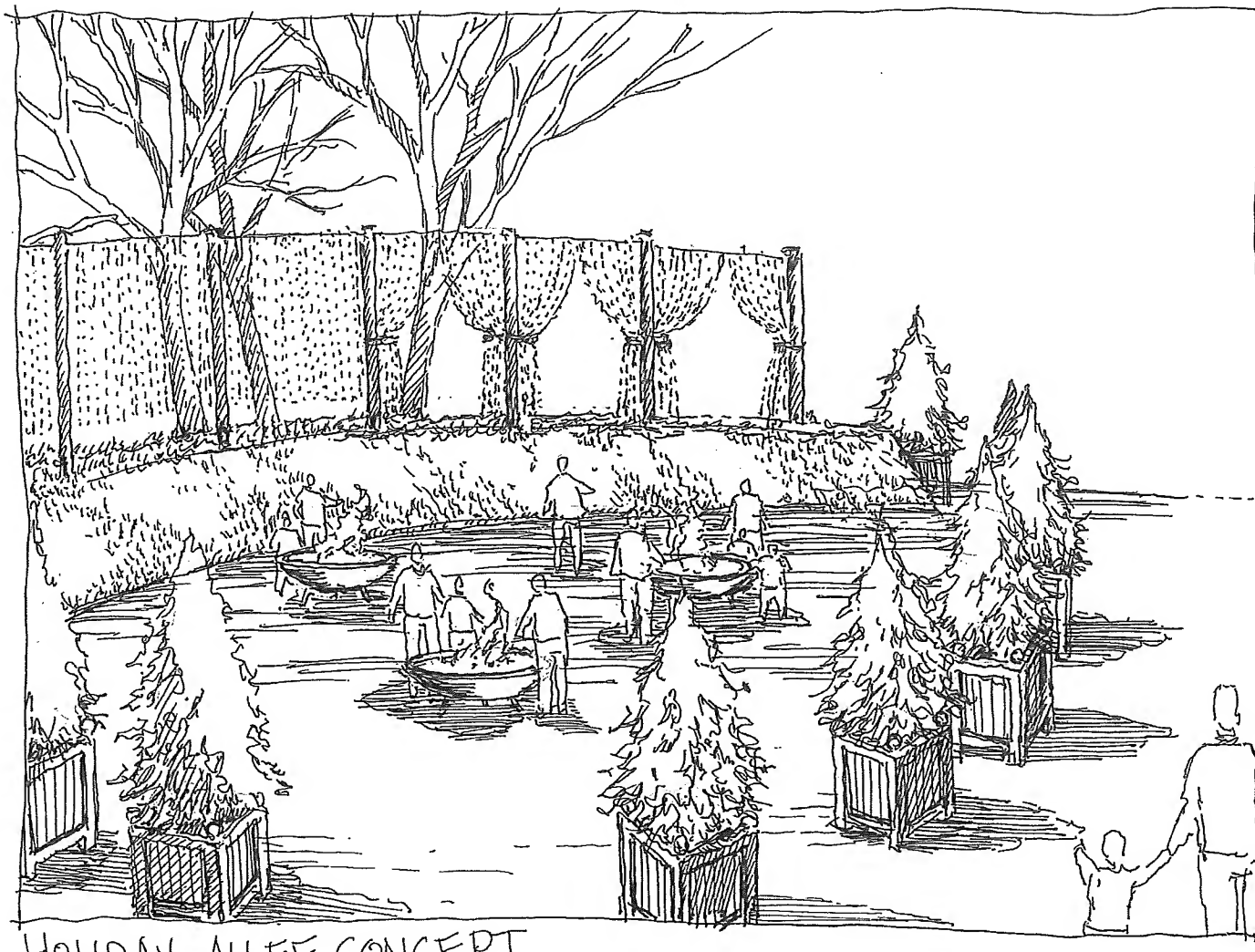
- Stage an amazing, long-running, family-friendly Holiday tradition.
- Create a beautiful, popular event with “Wow” factor known throughout Northern California for its distinctive excellence.
- Bring the Community together in a welcoming Holiday gathering place.
- Become a regional and national Holiday attraction introducing people to all Redding and Turtle Bay offer.
- Enhance Redding and Turtle Bay’s brand awareness and appeal in people’s minds.
- Augment Redding and Turtle Bay’s financial sustainability through a profitable endeavor while having the show be affordable for all members of the community.



Identity & Thematic Areas



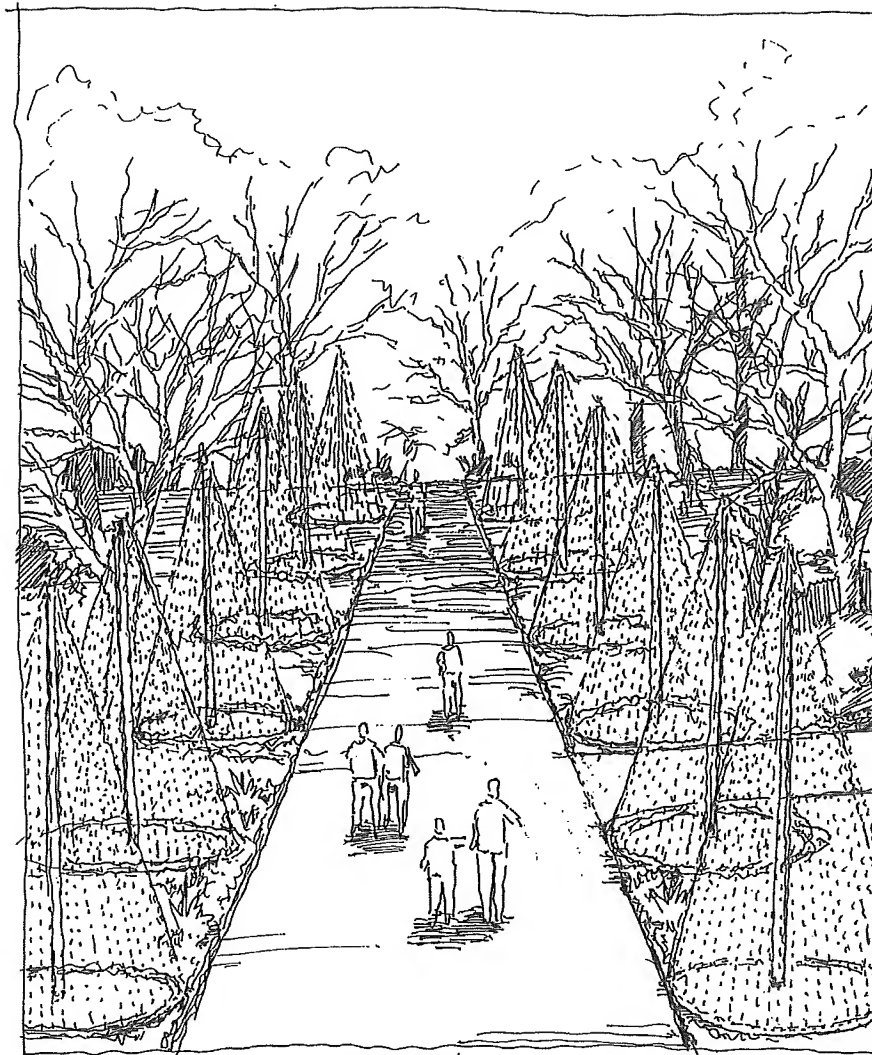
Circulation & Amenities Plan



HOLIDAY ALLEE CONCEPT

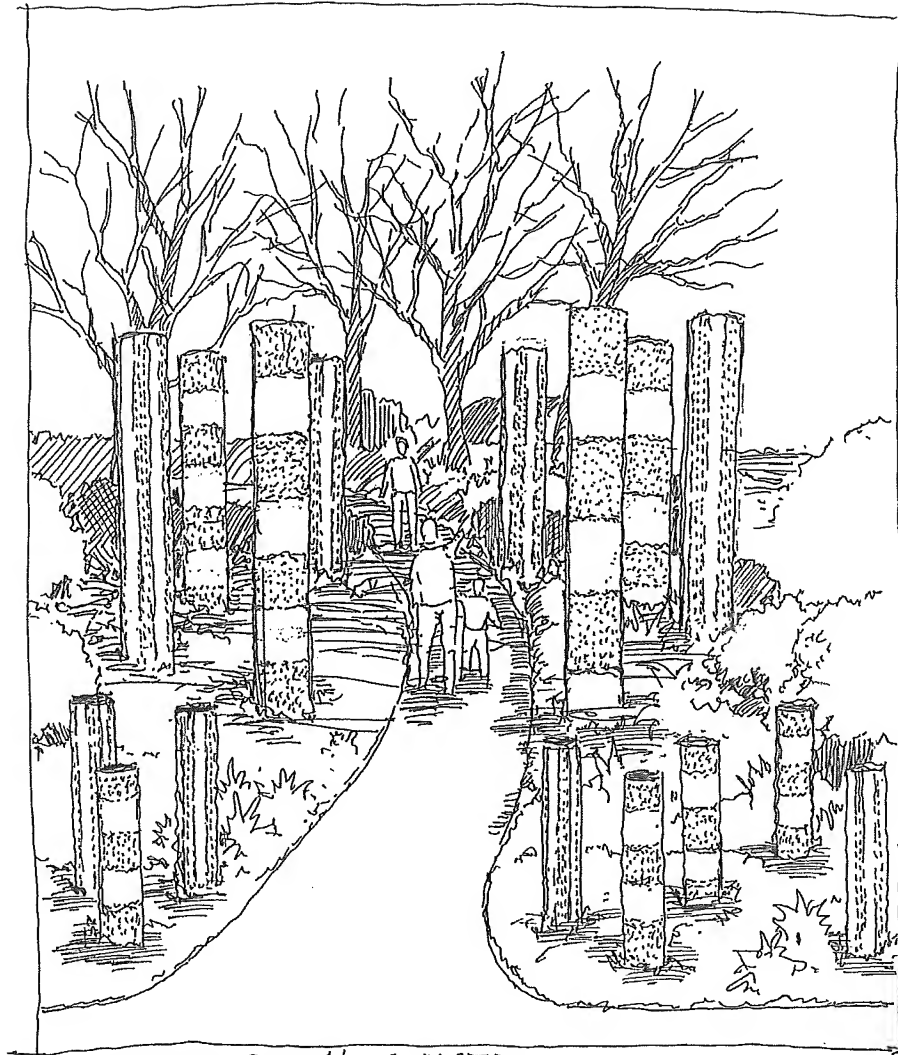
T.F. 9.25.19 N.T.S.

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HOLIDAY ALLEE CONCEPT
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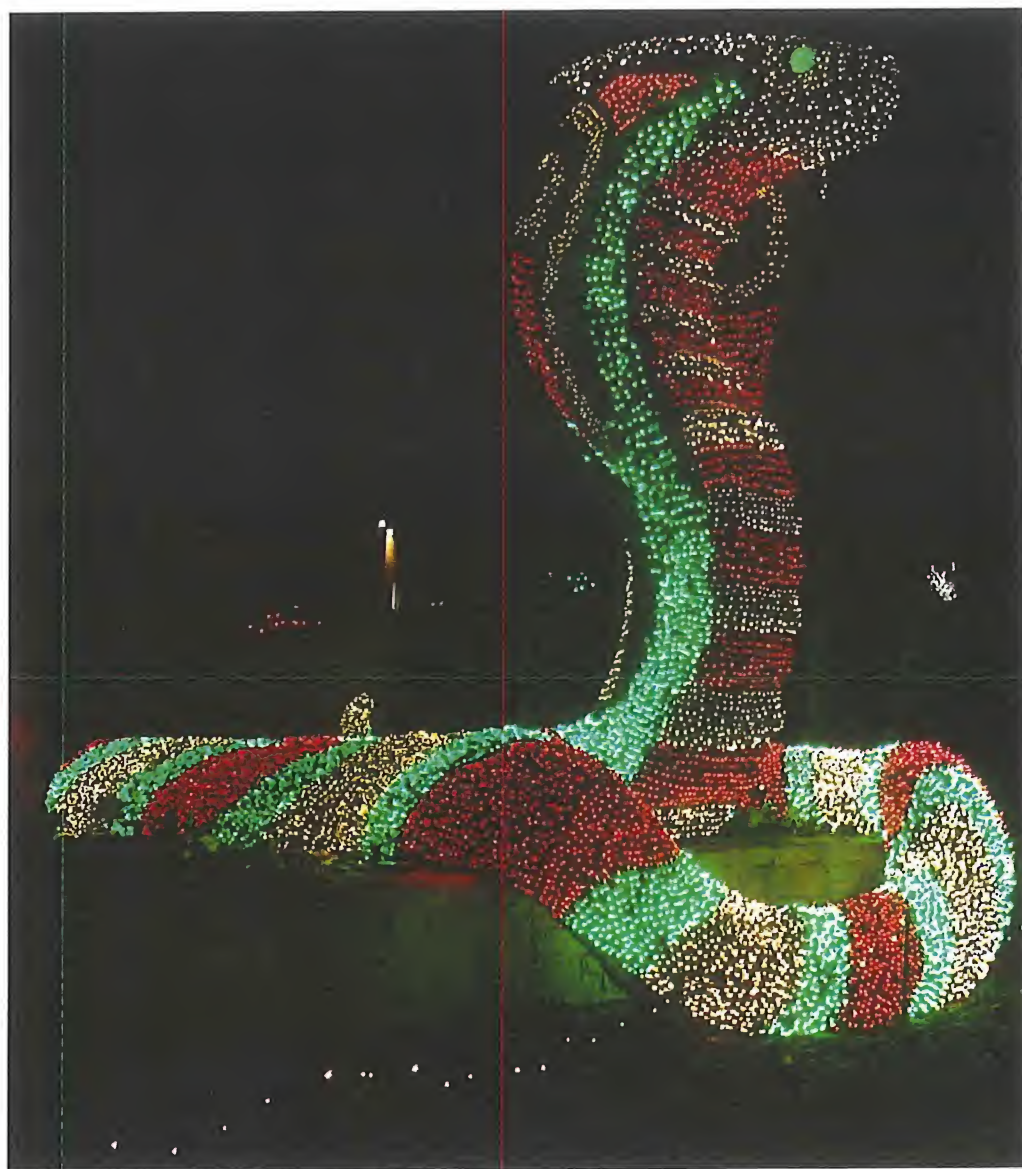


PEPPERMINT PORTAL CONCEPT
T.F. 9.19.19 N.T.S.



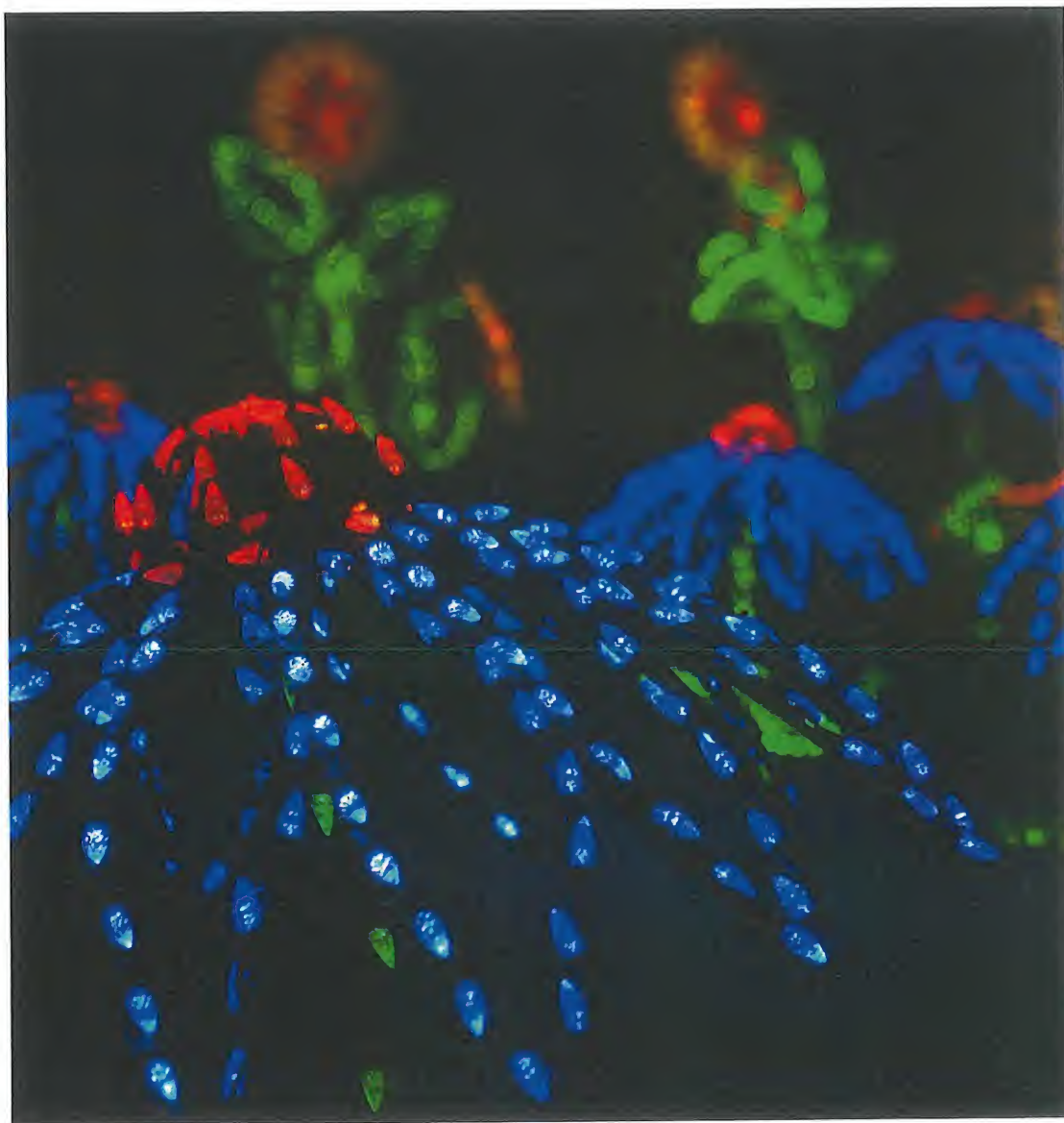


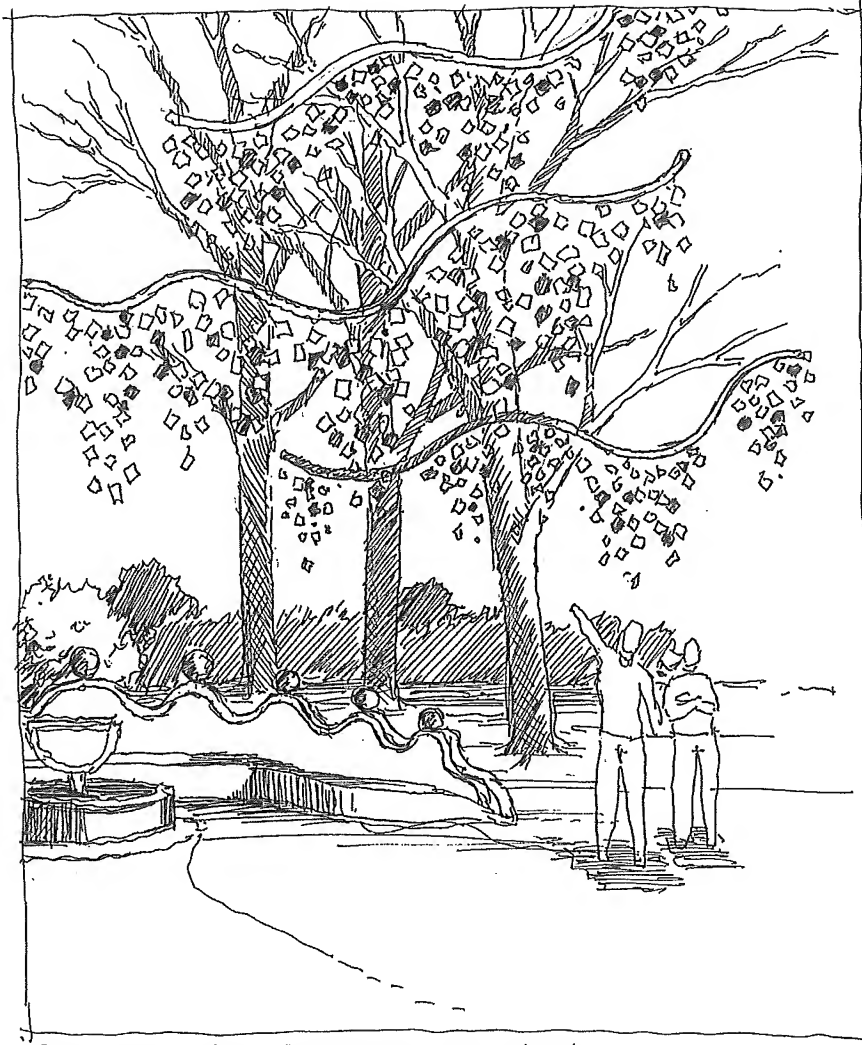
KINTRY WILDLIFE CONCEPT
+ TF 9.23.19 N.T.S.



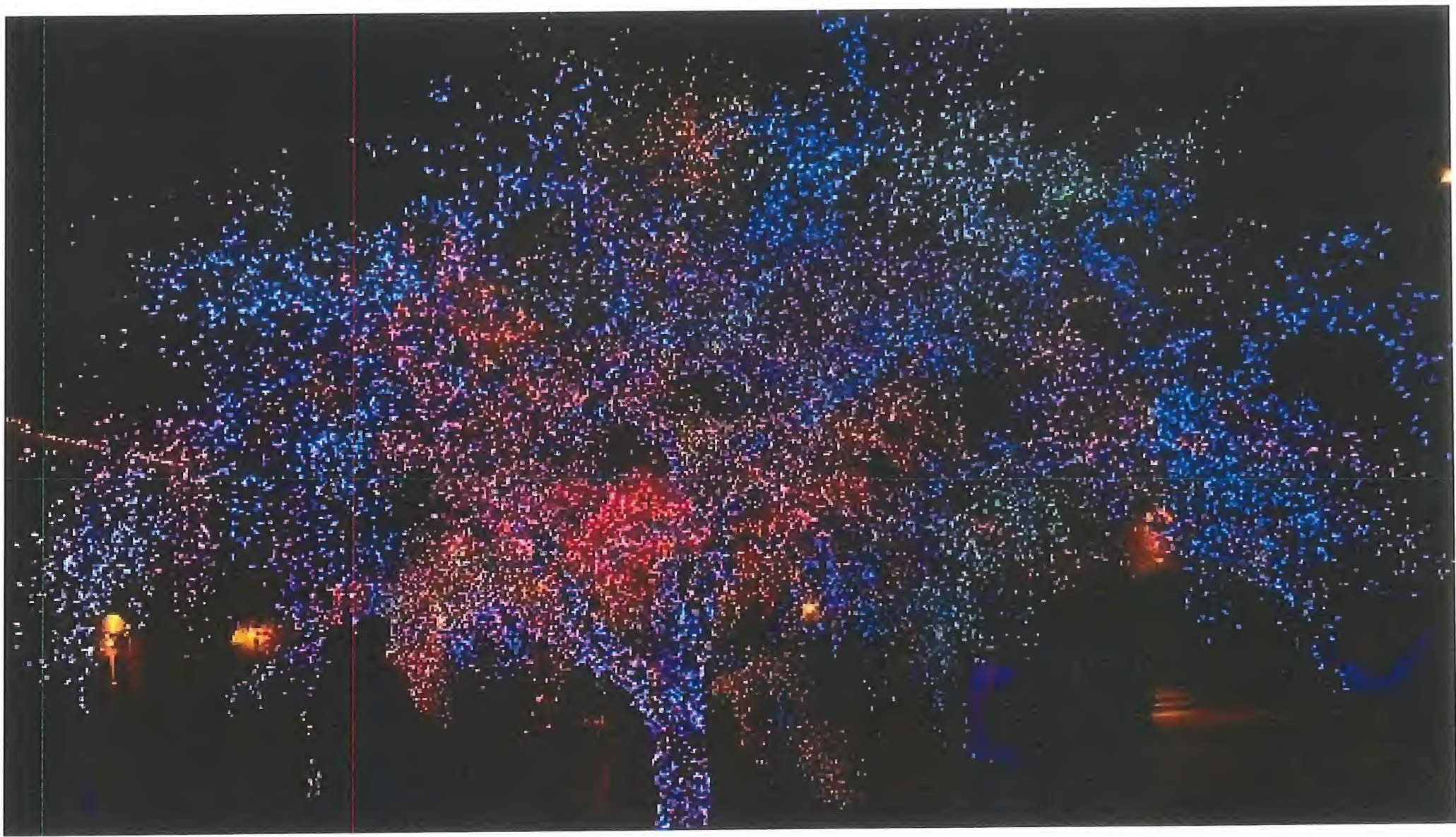


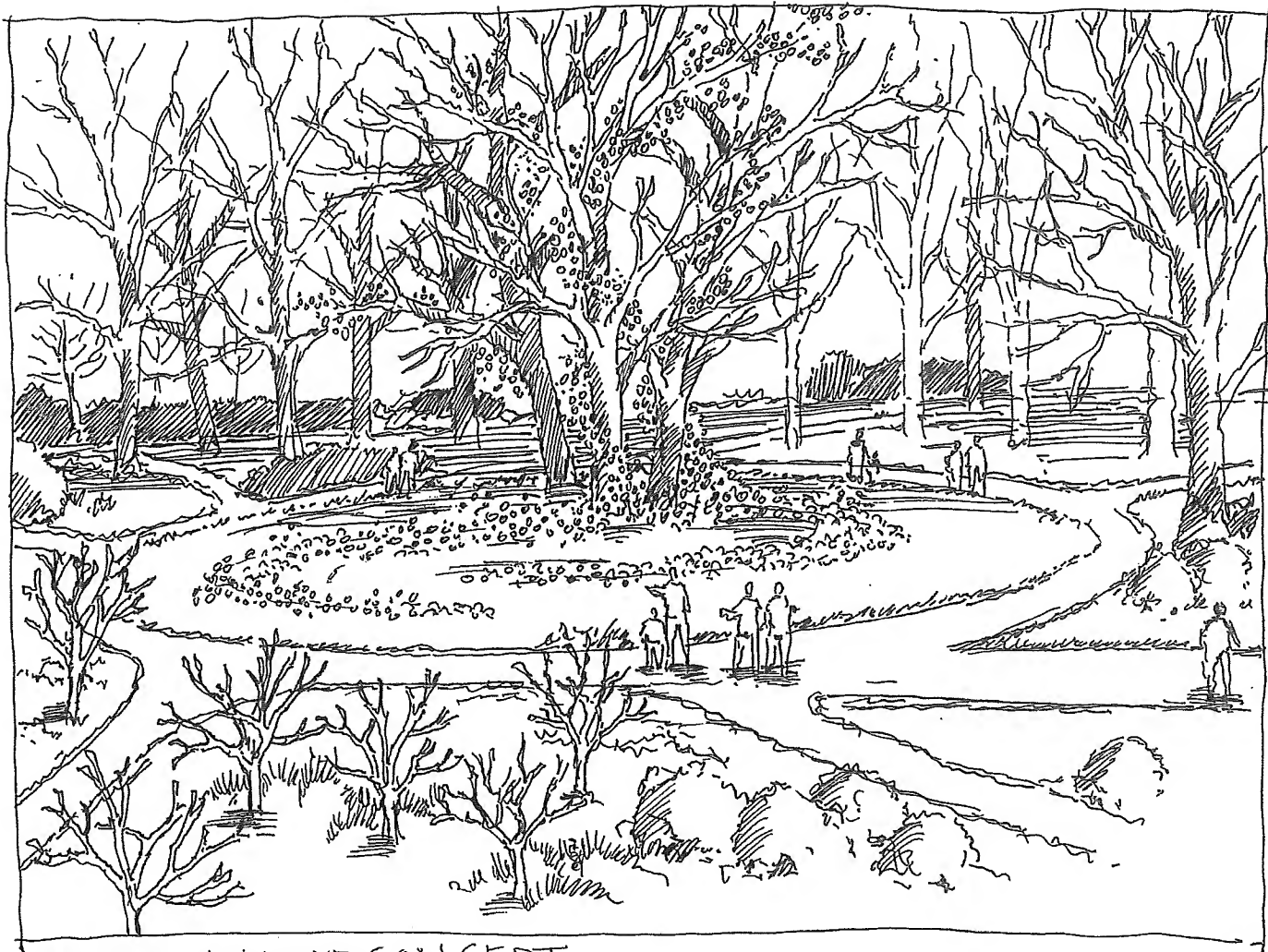
PRISMATIC POLLINATORS CONCEPT
TIE 9.23.19 N.T.S.





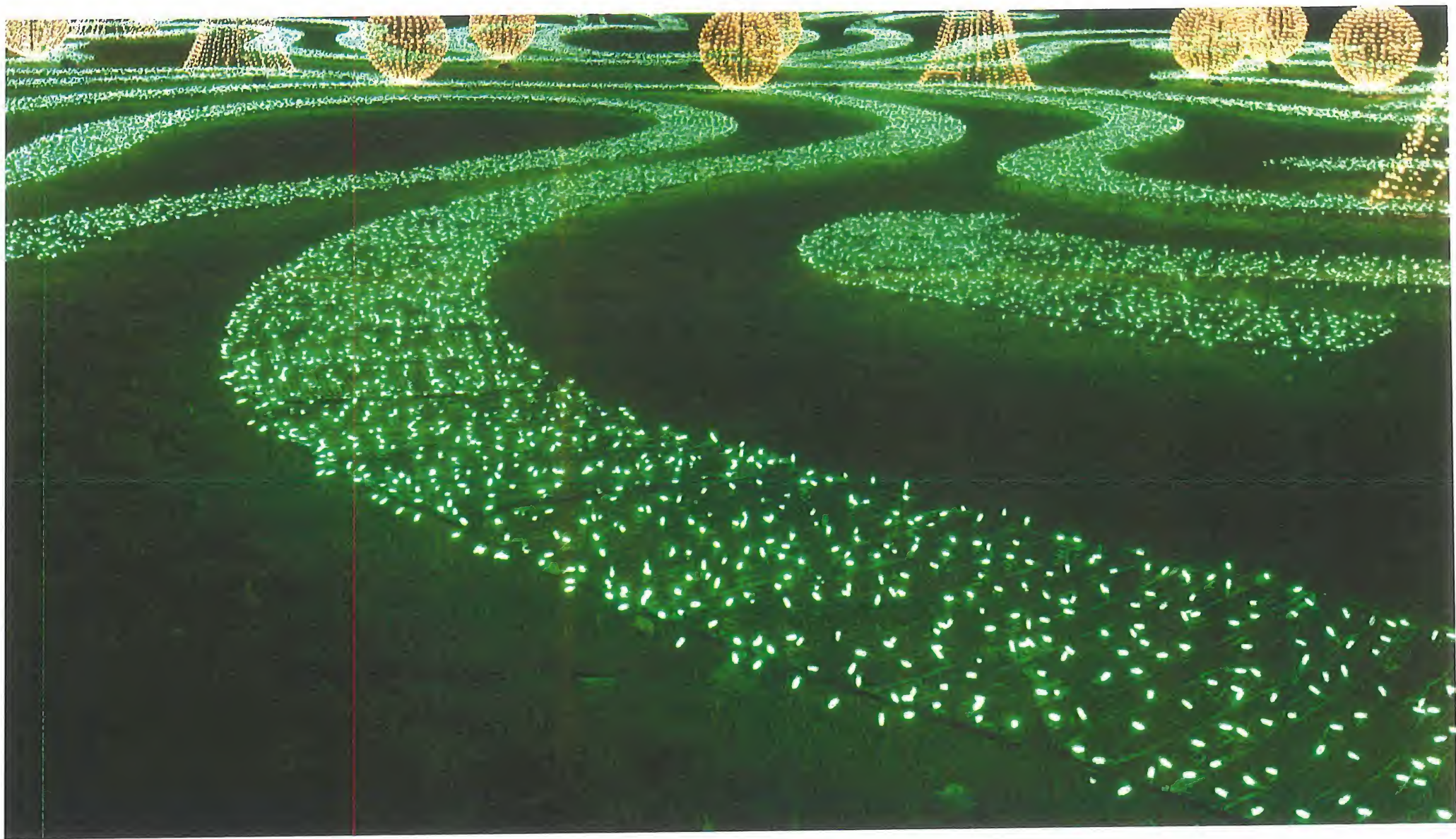
BEDAZZLED BOUGHS CONCEPT
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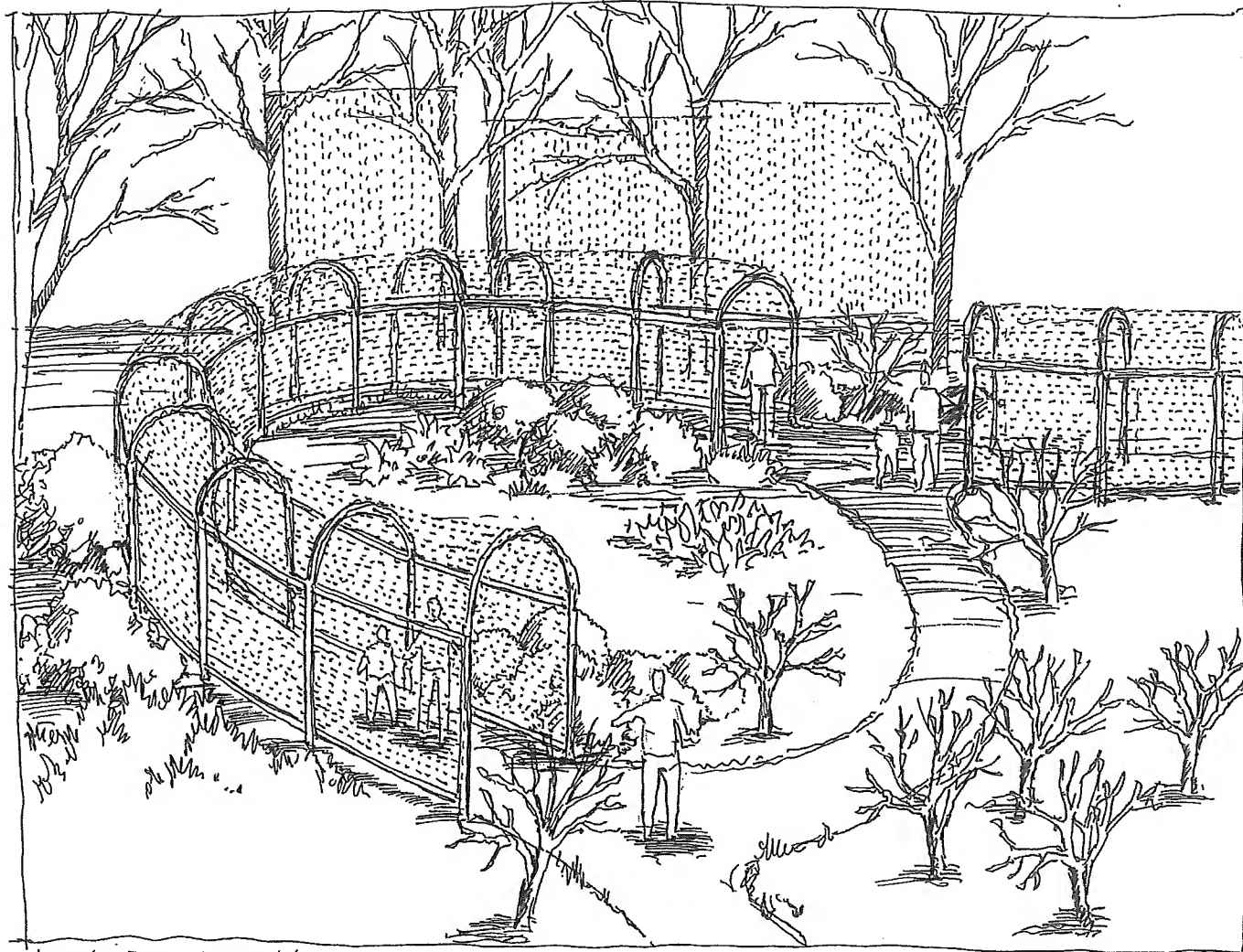




MEADOW MERRIMENT CONCEPT
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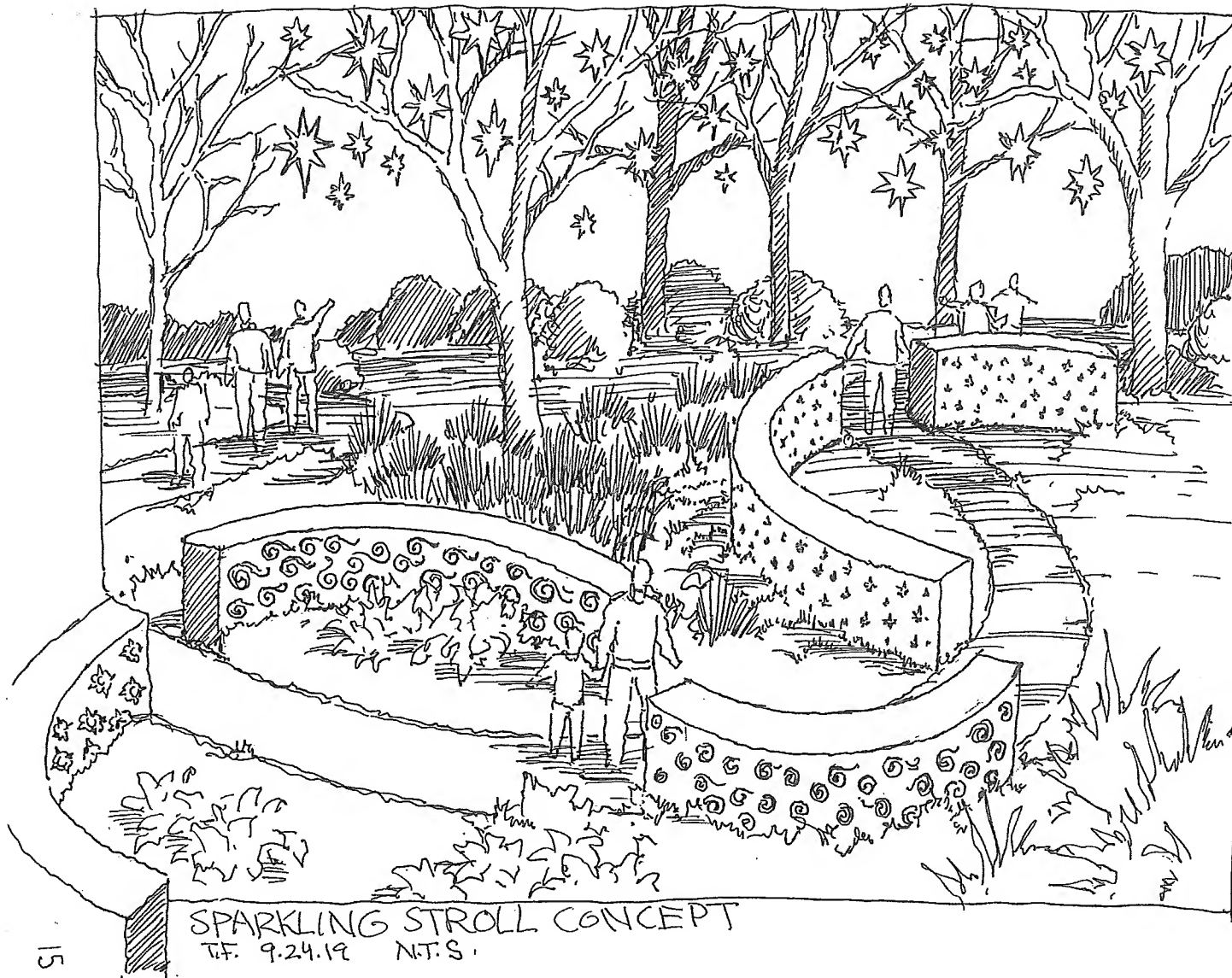






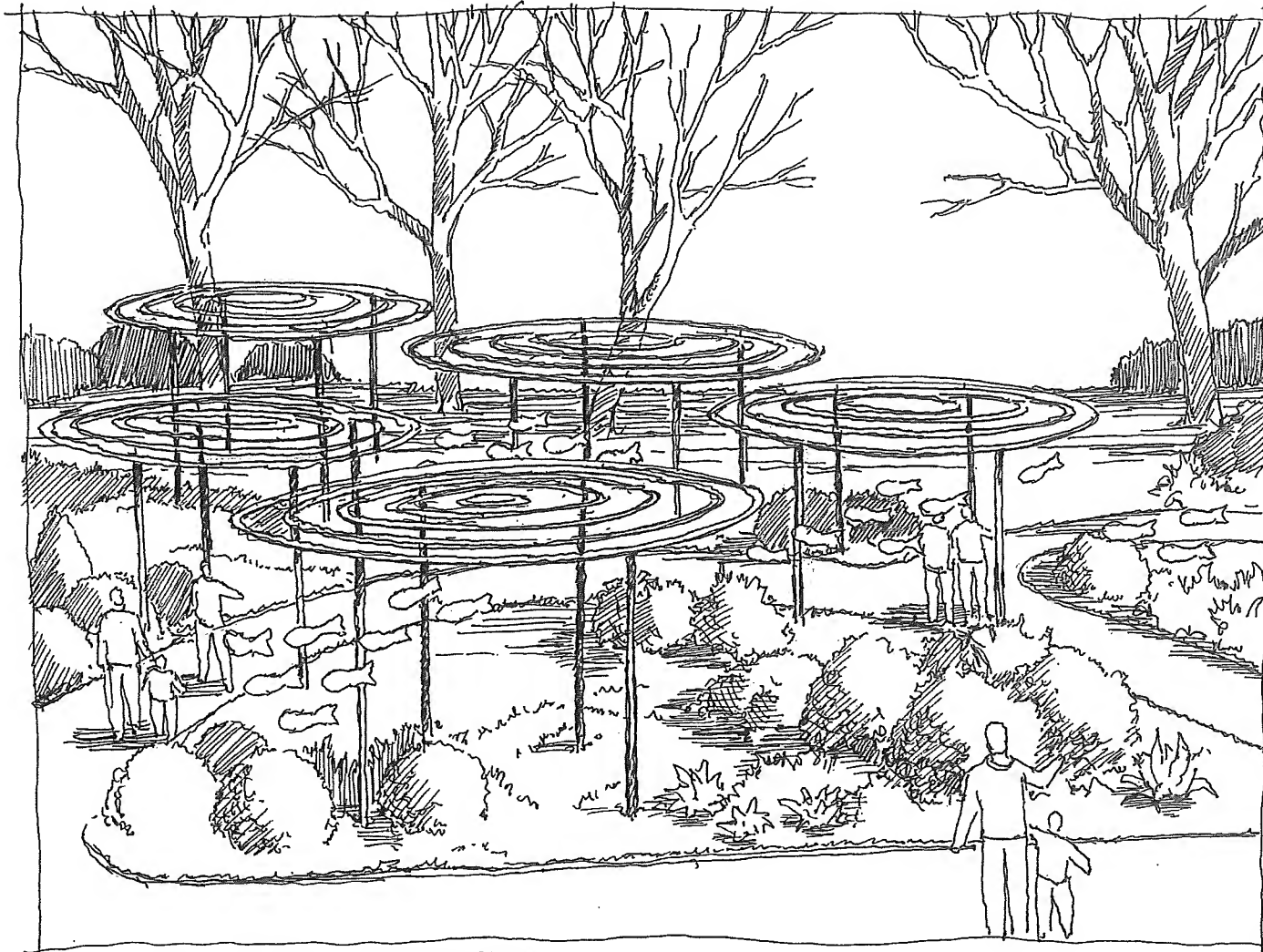
HEARTH AND HOME CONCEPT
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SPARKLING STROLL CONCEPT
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17 LIQUID LIGHTS CONCEPT
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